

ABSTRACT OF THE DISCLOSURE

A media printer such as, for example, a thermal transfer media printer is disclosed. In one embodiment, the printer selectively programs RFID transponders, and then embeds them into conventional on-demand printed media between the adhesive layer and the release liner. Selective configuration of each printed media sample by addition of value-adding elements may be performed independently for each media sample, under software control during processing of each media sample format print control program. An add-on mechanism is disclosed that can be operatively attached to a conventional media printer. This allows value-adding elements such as RFID transponder labels to be selectively applied at precise locations on the printed surface of on-demand printed media in connection with existing printers.

1. A media printer, comprising:
a. a printer body;
b. a media supply;
c. a media delivery system;
d. a media processing system;
e. a media output system;
f. a media control system;
g. a media interface system;
h. a media communication system;
i. a media data system;
j. a media storage system;
k. a media management system;
l. a media monitoring system;
m. a media maintenance system;
n. a media security system;
o. a media compliance system;
p. a media audit system;
q. a media reporting system;
r. a media analytics system;
s. a media optimization system;
t. a media personalization system;
u. a media targeting system;
v. a media segmentation system;
w. a media attribution system;
x. a media measurement system;
y. a media evaluation system;
z. a media assessment system;
aa. a media benchmarking system;
ab. a media performance system;
ac. a media quality system;
ad. a media consistency system;
ae. a media reliability system;
af. a media accuracy system;
ag. a media precision system;
ah. a media timeliness system;
ai. a media relevance system;
aj. a media usefulness system;
ak. a media value system;
al. a media impact system;
am. a media reach system;
an. a media frequency system;
ao. a media engagement system;
ap. a media conversion system;
aq. a media retention system;
ar. a media loyalty system;
as. a media advocacy system;
at. a media referral system;
au. a media recommendation system;
av. a media review system;
aw. a media rating system;
ax. a media feedback system;
ay. a media response system;
az. a media action system;
ba. a media decision system;
bb. a media recommendation system;
bc. a media selection system;
bd. a media allocation system;
be. a media distribution system;
bf. a media placement system;
bg. a media scheduling system;
bh. a media timing system;
bi. a media duration system;
bj. a media frequency system;
bk. a media intensity system;
bl. a media volume system;
bm. a media reach system;
bn. a media exposure system;
bo. a media impression system;
bp. a media click system;
bq. a media conversion system;
br. a media retention system;
bs. a media loyalty system;
bt. a media advocacy system;
bu. a media referral system;
bv. a media recommendation system;
bw. a media review system;
bx. a media rating system;
by. a media feedback system;
bz. a media response system;
ca. a media action system;
cb. a media decision system;
cc. a media recommendation system;
cd. a media selection system;
ce. a media allocation system;
cf. a media distribution system;
cg. a media placement system;
ch. a media scheduling system;
ci. a media timing system;
cj. a media duration system;
ck. a media frequency system;
cl. a media intensity system;
cm. a media volume system;
cn. a media reach system;
co. a media exposure system;
cp. a media impression system;
cq. a media click system;
cr. a media conversion system;
cs. a media retention system;
ct. a media loyalty system;
cu. a media advocacy system;
cv. a media referral system;
cw. a media recommendation system;
cx. a media review system;
cy. a media rating system;
cz. a media feedback system;
da. a media response system;
db. a media action system;
dc. a media decision system;
dd. a media recommendation system;
de. a media selection system;
df. a media allocation system;
dg. a media distribution system;
dh. a media placement system;
di. a media scheduling system;
dj. a media timing system;
dk. a media duration system;
dl. a media frequency system;
dm. a media intensity system;
dn. a media volume system;
do. a media reach system;
dp. a media exposure system;
dq. a media impression system;
dr. a media click system;
ds. a media conversion system;
dt. a media retention system;
du. a media loyalty system;
dv. a media advocacy system;
dv. a media referral system;
dw. a media recommendation system;
dx. a media review system;
dy. a media rating system;
dz. a media feedback system;
ea. a media response system;
eb. a media action system;
ec. a media decision system;
ed. a media recommendation system;
ee. a media selection system;
ef. a media allocation system;
ef. a media distribution system;
eg. a media placement system;
eh. a media scheduling system;
ei. a media timing system;
ej. a media duration system;
ek. a media frequency system;
el. a media intensity system;
em. a media volume system;
en. a media reach system;
eo. a media exposure system;
ep. a media impression system;
eq. a media click system;
er. a media conversion system;
es. a media retention system;
et. a media loyalty system;
et. a media advocacy system;
ev. a media referral system;
ev. a media recommendation system;
fx. a media review system;
fy. a media rating system;
fz. a media feedback system;
ga. a media response system;
gb. a media action system;
gc. a media decision system;
gd. a media recommendation system;
ge. a media selection system;
ge. a media allocation system;
gf. a media distribution system;
gh. a media placement system;
gi. a media scheduling system;
gj. a media timing system;
gj. a media duration system;
hk. a media frequency system;
hl. a media intensity system;
hm. a media volume system;
hn. a media reach system;
ho. a media exposure system;
hp. a media impression system;
hq. a media click system;
hr. a media conversion system;
hs. a media retention system;
ht. a media loyalty system;
ht. a media advocacy system;
hu. a media referral system;
hu. a media recommendation system;
ix. a media review system;
iy. a media rating system;
iz. a media feedback system;
ja. a media response system;
jb. a media action system;
jc. a media decision system;
jd. a media recommendation system;
je. a media selection system;
je. a media allocation system;
jf. a media distribution system;
jg. a media placement system;
jh. a media scheduling system;
ji. a media timing system;
ji. a media duration system;
kk. a media frequency system;
kl. a media intensity system;
km. a media volume system;
kn. a media reach system;
ko. a media exposure system;
kp. a media impression system;
kq. a media click system;
kr. a media conversion system;
ks. a media retention system;
kt. a media loyalty system;
kt. a media advocacy system;
kv. a media referral system;
kv. a media recommendation system;
lx. a media review system;
ly. a media rating system;
lz. a media feedback system;
ma. a media response system;
mb. a media action system;
mc. a media decision system;
md. a media recommendation system;
me. a media selection system;
me. a media allocation system;
mf. a media distribution system;
mg. a media placement system;
mh. a media scheduling system;
mi. a media timing system;
mi. a media duration system;
nn. a media frequency system;
no. a media intensity system;
np. a media volume system;
nq. a media reach system;
nr. a media exposure system;
ns. a media impression system;
nt. a media click system;
nt. a media conversion system;
nu. a media retention system;
nv. a media loyalty system;
nv. a media advocacy system;
ov. a media referral system;
ov. a media recommendation system;
ox. a media review system;
oy. a media rating system;
oz. a media feedback system;
pa. a media response system;
pb. a media action system;
pc. a media decision system;
pd. a media recommendation system;
pe. a media selection system;
pe. a media allocation system;
pf. a media distribution system;
pg. a media placement system;
ph. a media scheduling system;
pi. a media timing system;
pi. a media duration system;
qq. a media frequency system;
qr. a media intensity system;
qs. a media volume system;
qt. a media reach system;
qu. a media exposure system;
qv. a media impression system;
qv. a media click system;
rw. a media conversion system;
rx. a media retention system;
ry. a media loyalty system;
ry. a media advocacy system;
rz. a media referral system;
rz. a media recommendation system;
sa. a media review system;
sb. a media rating system;
sc. a media feedback system;
sd. a media response system;
se. a media action system;
se. a media decision system;
sf. a media recommendation system;
sg. a media selection system;
sg. a media allocation system;
sh. a media distribution system;
sh. a media placement system;
si. a media scheduling system;
sj. a media timing system;
sj. a media duration system;
tk. a media frequency system;
tl. a media intensity system;
tm. a media volume system;
tn. a media reach system;
to. a media exposure system;
tp. a media impression system;
tp. a media click system;
tu. a media conversion system;
tv. a media retention system;
tv. a media loyalty system;
tv. a media advocacy system;
uv. a media referral system;
uv. a media recommendation system;
vx. a media review system;
vy. a media rating system;
vz. a media feedback system;
wa. a media response system;
wb. a media action system;
wc. a media decision system;
wd. a media recommendation system;
we. a media selection system;
we. a media allocation system;
wf. a media distribution system;
wg. a media placement system;
wh. a media scheduling system;
wi. a media timing system;
wi. a media duration system;
xx. a media frequency system;
xy. a media intensity system;
xz. a media volume system;
ya. a media reach system;
yb. a media exposure system;
yb. a media impression system;
yc. a media click system;
yd. a media conversion system;
ye. a media retention system;
ye. a media loyalty system;
ye. a media advocacy system;
yf. a media referral system;
yf. a media recommendation system;
yg. a media review system;
yh. a media rating system;
yh. a media feedback system;
zi. a media response system;
zj. a media action system;
zk. a media decision system;
zl. a media recommendation system;
zm. a media selection system;
zm. a media allocation system;
zn. a media distribution system;
zo. a media placement system;
zp. a media scheduling system;
zq. a media timing system;
zq. a media duration system;